

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 442 GRASS COURT—Reg. No. 59368—2/5 Page vert. (36g x 12 inches)—4/Color—Sunday Supplement, 1979

(A)

Printed in U.S.A.



Enjoy smoking
longer without
smoking
more.



Low tar
Saratoga
120's

© Philip Morris Inc. 1979

Regular: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report May '78
Menthol: 15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

